



2012

# POSSCON

PALMETTO OPEN SOURCE SOFTWARE CONFERENCE

MARCH 28 & 29, 2012

at the

COLUMBIA METROPOLITAN  
CONVENTION CENTER

COLUMBIA, SOUTH CAROLINA

**POSSCON.ORG**



**Bringing Open Source to the Southeast**

DEVELOPERS – EDUCATORS – IT LEADERS IN BUSINESS, GOVERNMENT, HEALTHCARE AND SECURITY

# The Ask

\$15,000

To pay for marketing  
and content

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# POSSCON 2011

- 500+ attendees from 24 states
- 30 colleges and universities  
*(Darmouth, Duke, MIT Media Lab, USC, Georgia Tech, Clemson, SUNY-Buffalo, NC State)*
- Approximately 100 business and government organizations
- Biggest names in US – Red Hat, IBM, Microsoft, Oracle, Google, HP, Verizon Wireless, GitHub
- 200 hotel room nights
- Many meals and additional spending

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# How Far We've Come

2008

120

from  
South Carolina

2009

240

from 4 states  
(SC, NC, GA, FL)

2010

350

from 14 states  
(Convention Center)

2011

500+

from 24 states

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# So Far

- Changed perception of Columbia and SC in IT/software circles
- Positive coverage in IT/  
Open Source world – articles/blogs/twitter
- Heads-on-beds – actual
- Economic Development
- Workforce Development

# Unprecedented Opportunity

- Are at critical juncture – Year 5
- Branded well and have gotten people interested
- IT infrastructure/IT-oLogy and Open IT Lab
- Economic development
- If we do well – National destination conference that showcases Columbia/Midlands/SC

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# Quotes

*Should you find yourself near Columbia, POSSCON 2012 would be a wonderful addition to your quest for all things open source.*

– Leslie Hawthorn, Google

*Imagine if OSCON and OSBC had a baby: its name would be POSSCON. I REALLY enjoyed the POSSCON experience totally, and would be more than happy to attend and speak next year.*

– Jim Jagielski , Red Hat

# Quotes

*POSSCON, which I would describe as a “boutique event,” evokes the same feelings in me as a boutique hotel: charming, big on service, full of character, and a delight to visit. The conference is strong because it is organized by a well-integrated group of passionate people who want to bring the gospel of FOSS to a small yet growing southern city (Columbia, SC.).*

– Paula Hunter , Microsoft

# Quotes

*POSSCON turned out to be a great event. The people at POSSCON were the nicest I've ever met.*

– Matt Asay, COO - Canonical

*The speaker lineup at POSSCON is world-class.*

– Chris Wanstrath, CEO - GitHub

*POSSCON reminds me of SCALE. This is an excellent event.*

– Bdale Garbee, Hewlett Packard

# Thank You

## For Your Consideration

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